



# Australian Bureau of Statistics

## 2030.0 - Complete Set of Social Atlases, 2001

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## Summary

### Launch of 2001 Census Social Atlas series (Media Release)

#### MEDIA RELEASE

October 21, 2002

Embargoed 11:30am (AEST)

135/2002

#### Launch of 2001 Census Social Atlas series

The 2001 Census Social Atlas series will officially be launched at a national launch in Perth on **Monday, October 28, 2002** by Senator the Hon. Ian Campbell, Parliamentary Secretary to the Treasurer.

The Social Atlases for the cities of Perth, Sydney and Hobart will be released at this time.

#### Details:

**Who:** Senator the Hon. Ian Campbell, Parliamentary Secretary to the Treasurer.

**What:** Launch of the 2001 Social Atlas series.

**When:** 10:00 am sharp, Monday 28 October 2002.

**Where:** Australian Bureau of Statistics, Level 11, Exchange Plaza, 2 The Esplanade, Perth WA 6000.

**Why:** The Social Atlas series presents colour maps of the key social, demographic and economic characteristics of each capital city, at the time of the 2001 Census. The maps are easy to interpret and are accompanied by brief commentary explaining main features and characteristics. It provides a primary source of information used by a wide range of government and non-government organisations alike in planning for the future.

**Vision opportunities:** Speeches and interview opportunities with Senator the Hon. Ian Campbell and the Australian Statistician, Dennis Trewin.

**Media information:** A comprehensive information kit including the atlases for Sydney, Perth and Hobart will be available at the launch, including broadcast and print quality CD ROM copies of the maps contained in the publications will be available for media.

The launch will be streamed via video link to a briefing for Sydney media wishing to cover the launch of their atlas. A media alert advising journalists of these arrangements has been issued to Sydney. Television networks requiring broadcast quality coverage of the event may

need to arrange this through their Perth affiliates.

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